



## CALL FOR ABSTRACTS

Abstract Online Website:

[www.team-psa.com/chronic2009/abstracts](http://www.team-psa.com/chronic2009/abstracts)

***Abstract Submission Deadline is***

***Monday, September 15, 2008, 12:00 a.m. (EDT)***

***Selection Notifications will be e-mailed by Friday, November 14, 2008.***

---

**Instructions: Please read the information below before attempting to submit an abstract.**

---

### Conference Overview

The Centers for Disease Control and Prevention (CDC) will host the 20th National Conference on Chronic Disease Prevention and Control: Cultivating Healthy Communities.

The 20th National Conference on Chronic Disease Prevention and Control will be celebrating two decades of extraordinary progress in the prevention and control of chronic diseases and drawing on these successes to accelerate progress over the next 20 years. Conference presenters will share relevant information on innovations in science, policy, community interventions, health marketing, and information technology that support healthy lifestyles and cultivate healthy communities. Through extensive networking opportunities, participants will learn successful chronic disease prevention efforts, best practices, and effective intervention techniques used by their colleagues and challenges as we move into the next decade of health system transformation.

**For more information and updates about this year's conference, please visit**

[www.cdc.gov/NCCDPHP/conference](http://www.cdc.gov/NCCDPHP/conference).

### Conference Goal

The goal of the 20th National Conference on Chronic Disease Prevention and Control is to advance the development of healthy communities and the elimination of health disparities by:

- Celebrating two decades of extraordinary progress against chronic diseases and drawing on this success to accelerate progress over the next 20 years;
- Heightening awareness of the importance of chronic disease prevention, health promotion, and health equity at the national, state, territorial, tribal, and community levels, and building urgency for action;
- Promoting innovations in science translation, policy, community interventions, health communication and education, and information science that support health-enhancing environments;
- Fostering multidisciplinary, multisectoral, and participatory approaches to put prevention principles into practice, especially by engaging communities experiencing the greatest health-related disparities.



## CALL FOR ABSTRACTS

Abstract Online Website:

[www.team-psa.com/chronic2009/abstracts](http://www.team-psa.com/chronic2009/abstracts)

### Conference Objectives

By the end of this conference, participants will:

- Identify at least two major policies and environmental changes that have had significant impact on public health advances in cultivating healthy communities and in reducing population-level morbidity, mortality, and/or health-related disparities over the past 20 years;
- Describe at least two major disease prevention and health promotion challenges facing the Nation over the next 20 years and to describe potential solutions to those challenges at the national, state, territorial, tribal, and/or local levels;
- Explain at least two new or emerging innovations in prevention science, policies, community interventions, health communication and education programs, or information science that can be applied in participants' states or local communities in the next year that will promote healthy behaviors and/or health-enhancing community environments;
- Commit to advancing one or more of the *Conference Calls to Action*.

### Who Should Attend

- Physicians, nurses, dentists, nutritionists, dietitians, health educators, epidemiologists, statisticians, behavioral scientists, health communication specialists, evaluation specialists, and health economists.
- Public health and education professionals at the local, state, and federal level dedicated to chronic diseases and health promotion.
- Academic and research staff from educational institutions.
- Members of voluntary and health professional associations interested in the prevention and control of chronic diseases.
- Representatives from special interest groups, business, and industry.



## CALL FOR ABSTRACTS

Abstract Online Website:

[www.team-psa.com/chronic2009/abstracts](http://www.team-psa.com/chronic2009/abstracts)

### Conference Tracks and Description

Abstract submissions and proposals for special sessions will select a primary track and address questions such as those below. Preference for oral presentations will be given to abstracts that address cross-cutting issues such as workforce development, active engagement of communities, and integration of multiple risk and protective behaviors.

#### Health Policy

How can we ensure that prevention policy plays a key role in health system reform? How are communities using policy solutions to address social determinants of health? How can we better make the case to policy makers for increased and sustained support of disease prevention and health promotion? What are the implications of the electronic medical record for public health surveillance, intervention, and ethics?

#### Health Equity and Disparities Elimination

How can we ensure progress in eliminating health disparities through effective science and practices to improve the quality of life for all? What are the data needs for developing and evaluating interventions to eliminate health disparities?

#### Effective Interventions

What have we learned and how are we building on the design, integration, and implementation of effective interventions to prevent disease and promote health, especially those using community-based participatory strategies? What are current and novel examples of effective individual, community, environmental, and life-stage interventions? What areas are in greatest need of innovative technologies for data collection and intervention delivery? How can we best measure the success of our work? What are communities doing to coordinate and leverage their efforts in categorical disease and risk-factor programs to improve the overall health of communities?

#### Translation of Science to Practice

How can we translate scientific knowledge to real-life applications? How can we develop both evidence-based practice and practice-based evidence? How can we better communicate science to make a difference in people's lives? How can we improve health literacy through existing and new information and communication technologies?

#### New Frontiers in Practices and Partnerships

How can we engage and partner with critical sectors – especially nontraditional sectors such as agriculture, transportation, and economic development – to expand and integrate models and practices for disease prevention, health promotion, and health equity? What advances in health communication, health information systems, and emerging health issues such as mental health, alcohol, sleep, and arthritis hold the greatest promise for improving the health of communities? How do we most effectively bundle messages and tools for individuals, organizations, and communities?



## CALL FOR ABSTRACTS

Abstract Online Website:

[www.team-psa.com/chronic2009/abstracts](http://www.team-psa.com/chronic2009/abstracts)

### General Abstract Submission Guidelines

**Abstract submissions must be electronically submitted by September 15, 2008, 12:00 a.m. (EDT). Selection Notifications will be e-mailed by Friday, November 14, 2008.**

Abstracts may be entered directly online; however, we highly recommend that you prepare your abstract in a word processing application and use the cut-and-paste method. Using your word processing tools, ensure that your word or character counts match those identified in the abstract submission--400 words for the abstract (not including the title, authors' names, or the three learning objectives) and 15 words for the title. Please remember to spell check your abstract before submitting. **Graphs, tables, and other supporting documents are not permitted.**

Presenting authors must complete the online Biographical Data Form and Conflict of Interest Disclosure Form. Abstracts will be considered incomplete and rejected if both forms are not completed and submitted with the abstract. A typed or electronic signature must be provided to authenticate the Conflict of Interest Disclosure Form. If presenting authors are unable to present at the conference, their replacements must also complete and submit the forms.

**Submitting a Completed Abstract.** Abstracts must clearly and concisely outline the objective, setting, methods, results, and conclusion or significance. If all sections are not included, your abstract will be rejected. The conference will feature "best practices"; therefore, abstracts describing research or public health initiatives that have been completed and evaluated will be given highest priority.

- Abstracts must be submitted electronically through the conference Web site.
- Each submission must contain three learning objectives.
- Abstracts must be written in English, under 400 words (not including the title, authors' names or the three learning objectives.)
- Title of presentation should be no more than 15 words.
- All abstracts must directly address the conference tracks as well as the goals and topic areas.

For your convenience, after you select the "Continue" button, a recap screen will be displayed for you to easily identify missing information. To complete missing information, use the back button on your browser.

Remember to print your document for your files and to click the "Submit" button. After selecting the "Submit" button, you will automatically receive an electronic receipt with your unique identification number.

If you experience problems with the online system process or have questions while preparing your online submission, please contact teamPSA at (404) 633-6869 (toll-free: 800-772-8232) or [chronic2009@team-psa.com](mailto:chronic2009@team-psa.com).

*For federal travelers outside of the Washington D.C. area, please be aware that even if your abstract is selected, you will still need to work through the routine process for securing space on the HHS travel memo. Please keep in mind that regular travel restrictions apply to this meeting. The executive committee will work closely with invited presenters to help facilitate their place on the travel memo, but the abstract submission process is not a guarantee of securing a spot on the travel memo.*



## CALL FOR ABSTRACTS

Abstract Online Website:

[www.team-psa.com/chronic2009/abstracts](http://www.team-psa.com/chronic2009/abstracts)

### Presentation Options

Two options are available for presentations. Authors may indicate their preferred presentation format. **Please note, however, that the Abstract Review Committee makes the final decisions on presentation format.** The two options are oral and posters.

1. **Oral presentations.** Grouped by topic, oral presentations will be presented during concurrent breakout sessions (limited to 2-3 presenters per 60-minute session). Authors are encouraged to include ample time for audience questions and comments. ***Each abstract must stand alone. There will be no mechanism for linking abstracts for a given session.***
2. **Poster sessions.** Visual, self-explanatory presentation of recent findings combined with formal discussion between the presenters and the audience. Authors illustrate their findings by displaying graphs, photographs, diagrams, and limited text on poster boards. Authors hold discussions with registrants who circulate among the poster boards. A 4' x 8' tack board will be provided for poster presentations.

### Abstract Review

Abstracts will be reviewed using the criteria outlined below. Select notifications will be e-mailed by November 14, 2008.

The key criteria for abstracts selected for the 20th National Conference on Chronic Disease Prevention and Control will be:

- Scientific merit
  - The objectives and setting are clear and well described.
  - The work was performed using rigorous methods that are described.
  - The results or outcomes are quantified and described in the abstract.
  - The evaluation of the research or initiative is complete and described in the abstract.
- Programmatic/Policy Significance
  - Originality or innovativeness: New, innovative research, methodology, or practice.
  - Public health implications.
  - Implications for cultivating healthy communities through effective engagement with communities and other sectors or through program integration and partnerships.





## CALL FOR ABSTRACTS

Abstract Online Website:

[www.team-psa.com/chronic2009/abstracts](http://www.team-psa.com/chronic2009/abstracts)

### Sample Abstract

#### Developing Sustainable Public-Private Nutrition Networks: A 7-Year Longitudinal Study

**Authors:** J. Hersey; C. An

**Objective:** To convey lessons about factors that contribute to development of sustainable and effective social marketing programs in nutrition and physical activity.

**Setting:** Twenty-two statewide nutrition education networks serving low-income populations in the United States.

**Method:** We conducted a 7-year longitudinal evaluation of statewide nutrition education networks in 22 states, jointly funded by states and the Food Stamp Program. We conducted in-person baseline site visits when the networks were established in 1995, and annual telephone or in-person site visits through fall 2002. The study assessed the planning, organization, staffing, and activities that fostered the development of self-sustaining, collaborative statewide nutrition networks of public and private organizations that used social marketing concepts to provide nutrition education to low-income audiences.

**Result:** Study findings indicated that 75% of networks were able to sustain themselves and develop social marketing initiatives to deliver nutrition education to low-income audiences. However, all networks faced formidable challenges in forging strong partnerships, identifying resources, and resolving interorganizational issues regarding resources. Important factors that contributed to the success of networks included 1) experienced leadership teams, 2) support of senior management, 3) attention to partnership issues, and 4) attention to resource management. We discuss the application of these findings to State Nutrition and Physical Activity Programs to Prevent Obesity.

**Conclusion:** The study discusses strategies that help foster effective partnerships and develop statewide social marketing programs to promote nutrition and physical activity.



## CALL FOR ABSTRACTS

Abstract Online Website:

[www.team-psa.com/chronic2009/abstracts](http://www.team-psa.com/chronic2009/abstracts)

### Award for Consequential Chronic Disease Epidemiology

Consequential Chronic Disease Epidemiology awards (first presented at the 19th National Conference on Chronic Disease Prevention and Control) will again be presented for selected abstracts.

William Foege, MD, MPH, former Director of the Carter Center and CDC, has used the term 'consequential epidemiology' to describe applied epidemiologic research that has the potential to improve public health policy and to prevent disease.

One oral and one poster presentation will be selected that best exemplify the use of epidemiologic methods to enhance the evidence base for chronic disease prevention programs, policy, surveillance, or evaluation. A \$500 award will be given to the selected abstract from each category.

Authors must indicate whether they want their abstract to be considered for this award in the online abstract submission page.